

Update, merge, write new or leave it

Four questions, in order. Then log every page you change.

#	QUESTION	IF YES	IF NO
1	Does a page you already have answer this exact buyer question, for the same reader?	Update it by default. If two of your pages answer it, merge them and redirect the weaker URL permanently.	Write a new page.
2	Is anything on it wrong, outdated or missing? Check product facts, prices, screenshots and steps.	Update it.	Leave the page, and its date, alone.
3	Does the URL already appear in search? Check impressions in Search Console's Performance report.	Keep the URL and its links.	Find the real problem. A new date won't solve it.
4	Would the change alter the page's job? A setup guide becoming a comparison, or an admin guide becoming an end-user guide.	Write a new page.	Update the page in place.

If you update

1

Change content a reader would notice

2

Match the visible and structured dates

3

Set the sitemap lastmod to that date

4

Request a recrawl

5

Log the URL, date and change

6

Compare impressions over matching periods

Page log

URL	BUYER QUESTION	READER	IMPRESSIONS (DATES)	LAST REAL UPDATE	DECISION	LOGGED ON